

# Chapter 9

## The Towns

The seven incorporated Towns in Loudoun County offer a window to the County's past and are a key component of its unique character today. Most were incorporated more than a century ago. The Towns became agricultural business centers, providing markets for farm products and the necessary goods and services for rural residents. The origins of several towns are also in tourism as many city dwellers traveled on the train to stay in lovely boarding houses and inns for summer vacations. Over the years, the Towns have developed as the population centers as well as the location for employment and public facilities.

Today, the Towns, while still influenced by their agricultural tradition, play a more varied role that includes retail and service-based businesses, home-based businesses, educational opportunities, and telecommuting as well as serving as bedroom communities for many who commute to jobs in the region. Yet, they have largely managed to retain their charm and distinct sense of community.

Leesburg serves as the County seat and is the largest of the Towns. Hamilton, Purcellville, and Round Hill are located in close proximity along the western Route 7 corridor. Middleburg is the southernmost Town and is located astride Route 50. Lovettsville is located in the northern portion of the County along Route 287 and Hillsboro, the smallest incorporated Town in the County, is located in the northwest section of the County on Route 9. (Map of Towns, pg. 9-3)

Town leaders have stated common goals of preserving the built and social heritage of the Towns. While growth in and around the Towns presents a challenge to preserve the historic and social fabric, Town leaders are determined to enhance and plan for increasingly autonomous and sustainable communities.

The County values the character of each of the seven incorporated Towns and will be proactive in working with the Towns to assure a vibrant future for them. The County recognizes that the health of each Town contributes to the County's overall strength and attractiveness as a place to live. To that end, the County is committed to a new era of partnership with the Towns. The County will provide resources to assist the Towns with facilities planning, economic development, and land use planning and supports an open and thorough process of working with the Towns.

The following sections address general growth management, land use, transportation, public utility, and public facility strategies and policies. These sections are followed by specific discussion and policies for each Town.

### Growth Management

The strategy of the Plan is to encourage compatible development within the Towns and the adjoining areas. The 1991 *General Plan* established Urban Growth Areas (UGAs) for the Towns of Leesburg, Hamilton, Purcellville, Round Hill, and Lovettsville. The UGAs would provide an expansion area around the Towns that would concentrate development in order to maintain viable communities, limit development sprawl, and ensure that public facilities adequately and efficiently serve the Towns and surrounding areas. The UGA boundaries set the limits of municipal water and sewer extension that the Towns control and mark the

edge of future town limits.

Since the adoption of the 1991 General Plan, residential growth has boomed in the areas around the Towns. The towns have reassessed their ability to serve the areas in the UGAs with public water and sewer and some Towns have decided to reduce the UGAs. The following revisions to these boundaries are made through this revised Plan:

- Eliminate the Lovettsville UGA and concentrate development within the Town's boundaries.
- Reduce portions of the Hamilton and Round Hill UGAs.
- Retain Purcellville UGA in a phased development program with phase 1 in the south to accommodate growth for ten years.
- Reduce the Leesburg UGA in the north and southwest.
- Middleburg and Hillsboro have matured to their ultimate corporate limits and will not expand beyond the existing corporate limits.

Along with the reassessment of boundaries, the County recognizes that the term "Urban Growth Area" no longer reflects the intent of either the County or the Towns. Therefore, "Urban Growth Area" has been changed to "Joint Land Management Area" (JLMA). The boundary of the JLMA sets the limits of municipal water and sewer extension and in that respect, it continues to serve as an urban growth boundary. It defines a significant change in land use between the areas within the JLMA and that which is outside of the boundary.

In the Joint Land Management Areas, there is the potential for 11,498 additional housing units, including 3,316 units in the pipeline. It is anticipated that by the end of the twenty-year planning period, 9,227 housing units will have been absorbed, and a total of 11,562 housing units will exist. At that time, the JLMAs are projected to have a population of 31,171 persons, an increase of 512 percent over the year 2000 population estimate.

In the incorporated Towns, there is the potential for 6,816 additional housing units, including 3,385 units in the pipeline. It is anticipated that by the end of the twenty-year planning period, 5,011 housing units will have been absorbed, and a total of 18,154 housing units will exist. At that time, the incorporated Towns are projected to have a total population of 46,544 persons, an increase of 35 percent over the year 2000 population estimate.

The County will continue to work closely with each Town on development proposals within the JLMAs in order to promote a logical, cohesive extension of the existing Town fabric. While the Towns are responsible for the planning and zoning within their boundaries, the County and the towns have agreed to joint responsibility for planning of the JLMA and the County's Zoning Ordinance applies to these areas. While this Plan calls for a remapping of the planned land uses in the County, current zoning densities will continue to apply in the JLMAs.

There are joint policy review committees established between the County and some Towns. *The Purcellville Urban Growth Area Management Plan* (PUGAMP) established a Joint Policy Review Committee composed of one member each of the Town Council, Town Planning Commission, the County Board of Supervisors, and the County Planning Commission. This committee reviews policy and land development proposals in the JLMA and makes recommendations to the respective jurisdictions. This body has been an important vehicle to achieving policy coordination between the Town and the County.

Area plans have been adopted for Leesburg, Round Hill, Purcellville and Hamilton, but only Purcellville and the County have jointly adopted plans. The area plans provide more specific guidance for land use in those JLMAs. Area plans will continue to be an important planning tool for the County and the Towns. Updating these plans and keeping them current will be a priority for the County.

Annexation guidelines are key implementation tools. Annexation is a logical extension of the increased role played by Towns in the provision of public facilities, services, utilities and commercial products and services. Annexation will allow system providers a larger role in managing the services and facilities in each Town. Potentially annexation could result in the enhancement of the towns' tax revenues. Leesburg and Purcellville have annexation agreements with the County. All Towns can work with the County on possible annexations. (See Chapter Eleven for annexation guidelines)

## Growth Management Policies

1. The *Revised General Plan* identifies Joint Land Management Areas around some of the Towns in the County to accommodate growth emanating from them and that will establish distinct boundaries between the Towns and the adjacent policy area. The County will work with Town Officials to improve coordination on land use, annexation and other matters affecting the Joint Land Management Areas.
2. New non-government development is encouraged to locate within the corporate limits of the Towns before moving into contiguous designated Town Joint Land Management Areas (JLMAs) to facilitate the compact and efficient use of resources.
3. Planning and policy documents in the JLMAs will be adopted by the County through cooperative planning efforts with the Towns, and decisions on land use applications concerning land in the JLMAs will be made by the County in consultation and collaboration with the Towns.
4. The County will coordinate with the Towns on rezonings and subdivision development within the areas surrounding the Towns and in designated JLMAs regarding the provision of utilities, public facilities, and compliance with community design, growth management, and other goals and policies stated in the *Revised General Plan* and applicable area plans.
5. The Board of Supervisors will establish joint Town and County committees to oversee planning efforts in the JLMAs, assign staff as required to provide technical support, and encourage a public process to invite the participation of Town and County residents.
6. The *Revised General Plan* seeks the creation of a “greenbelt”, depending on topography and physical features, around the Towns and/or their JLMAs to assist in maintaining the distinct character of each Town. Development will be limited to that permitted by the underlying zoning and will observe all Green Infrastructure policies.
7. The County will seek the implementation of a greenbelt through dedication of open-space easements, purchase of development rights, large-lot subdivisions, clustering, open space or cash-equivalent proffers, transfer of development potential, and other means.
8. As water and sewer are extended into a Town JLMA, annexation of the area by the Town will be encouraged by the County.
9. The County will coordinate closely with the Towns on residential subdivisions proposed outside the Town limits.

10. The County will coordinate with the Towns on development issues in order to promote fiscally balanced growth that will not unduly strain County or Town resources, including County and Town budgets, the natural environment, public facilities and utilities.

## Land Use

From a land use perspective, the Towns represent good examples of the traditional development pattern. Each is a distinct community with a variety of business and residential opportunities to maintain a human scale where people can walk from home to the store, church, and school. Many people who live in the Towns volunteer in the local fire and rescue company, serve on town committees, and actively participate in community activities. Towns also are the focal point for the large rural communities that surround them.

The Central Business Districts (CBDs) for each of the Towns have been built in traditional patterns. The business areas represent efficient land use patterns as buildings are located compactly, a variety of businesses are located close to the street, with an emphasis on pedestrian movement. Sidewalks are located along the street with little area dedicated to parking. The *Revised General Plan* seeks to preserve and to enhance these traditional qualities and functions provided by the Towns. Policies in the Plan address issues relating to the protection and enhancement of traditional and distinctive character of each Town. The County is currently working cooperatively with the Towns to investigate the National Trust for Historic Preservation's Main Street Program, or a similar approach, as a vehicle for comprehensively addressing issues, like parking, in the CBDs.

The Towns will continue to play an important role in providing for a wide range of housing needs. The existing housing stock in each Town represents a variety of housing types and price ranges. The County, in collaboration with each Town, strives to encourage this housing pattern in the JLMAs, and particularly the inclusion of affordable housing in new developments to meet local demand. Growth poses challenges to the historic design features and character of the Towns. Conventional suburban style development is frequently adjoined to Towns with little sensitivity to the traditional design, transportation constraints, and unique architectural qualities of the existing community. Careful consideration must be given to both scale and design of new developments to preserve and enhance the traditional community character. The County recognizes the importance of designing the road entrances to the Towns as gateways to assist in defining the distinct character of each Town.

## Land Use Policies

1. The County will work with the Towns and interested preservation groups to identify open-space and agricultural-preservation strategies such as: the purchase of development rights, donation of conservation easements, fee-simple purchase, transfer of development potential, clustering, and the possible creation of a conservation service district and/or nonprofit foundation to promote and implement open-space preservation around the Towns.
2. The County will work with the community to identify existing and potential funding sources for open-space preservation, including the Loudoun County Purchase of Development Rights program, TEA-21 grants, the Virginia Land Conservation Fund, local and national land trusts, and other public or private funding sources.
3. Mixed-use development is encouraged in the existing Towns and JLMA areas around the Towns to reinforce the traditional growth patterns, to reduce auto trips, to minimize the need for additional road improvements, and to encourage walking to employment and shopping. Specific land use plans will be adopted jointly by the County and Towns to cooperatively plan JLMAs or to plan areas around Towns

without JLMAs.

4. Within JLMAs, the County encourages the development of a variety of housing types in an urban pattern of compact neighborhoods extending in a contiguous, rational and convenient manner from the existing Town.
5. The County encourages the adaptive re-use, redevelopment, maintenance, conservation, and improvement of existing housing stock in a manner supporting social and economic diversity within the community.
6. Future development will apply appropriate community-design concepts with a variety of lot sizes that complement and enhance the existing development patterns of the Towns. When applicable, new development will incorporate the traditional town-development patterns.
7. Residential Community design will incorporate a variety of lot sizes. This design may be exhibited through:
  - a. Numerous connections to existing streets where an existing rectilinear street pattern is evident and connection is possible;
  - b. An interconnected street network without cul-de-sacs and P-loop streets except where required for environmental reasons;
  - c. A rectilinear block pattern (modified only where needed to address environmental constraints) with compact lots, shallow front and side-yard setbacks and block sizes of 300 to 600 feet;
  - d. Sidewalks along all streets, providing pedestrian access to the town or neighborhood center, public buildings, parks, and other destinations;
  - e. A compatible mix of residential and non-residential uses such as home-occupation businesses, churches, and schools;
  - f. A hierarchy of parks, squares, or greens, and natural open spaces throughout the development; and;
  - g. A central public focal point consisting of any, all, or a combination of a park (village green); a public facility such as a church or community center; natural features; or neighborhood commercial uses.
8. New residential development will preserve the Green Infrastructure and should incorporate open-space conservation into its design.
9. The County will support the strengthening of the commercial areas within the Towns as the preferred, principal location of retail and service businesses, office development, and major civic uses.
10. Commercial retail and service development in Town JLMAs will consist of businesses that are compatible with the rural economy and the existing businesses of the Towns. This also may include innovative recreational or institutional uses or home-occupation uses out of residents' homes. A neighborhood center may be appropriate when proposed in conjunction with a residential community development or where it can be integrated with an existing residential area.
11. The County will work with the Towns to identify tourism opportunities in and around the Towns and to coordinate action on these opportunities with the countywide tourism objectives.
12. The County will support the Towns in assessing the historical and cultural resources in the Town and will work with the Town on historic preservation efforts both in and around town.

13. The County encourages the protection of the Towns' historic and archaeological resources.
14. The County will encourage the Towns to continue efforts to maintain commercially viable downtowns.
15. Recognizing the Towns' intent to create distinct "gateways" into each community, the County will consult with each Town to ensure that planning and development of these gateways will be coordinated where land in both the Town and the County is part of the gateway.
16. The County will work with the Towns to help ensure the protection of unique environmental resources in the vicinity of the Town and in the Town.

## Public Utilities

The Plan calls for the County to provide support to the Towns for needed public utility, public facility, and transportation planning and to make facility provision in and around the towns a priority. The County will selectively provide financial assistance to Towns for needed utility improvements. In the past, lack of funding for needed public utility improvements has put the Towns in the position of having to rely on private development proposals for financial support. As such, the need for improved water and sewer service places environmental protection, community design and other matters in a secondary position when development applications are reviewed.

All the Towns with the exception of Leesburg rely on groundwater sources for drinking water. Each town needs a reliable water source. In recent years, some of the Towns have had to take action to clean up municipal wells that were temporarily polluted. The County will place a high priority on protecting groundwater supplies for the Towns and rural residents. (Also see Chapter Five)

The Plan recognizes that technology for communal and on-site wastewater systems has improved significantly in recent years. In the past there was well-founded concern for the effects of such systems on the environment. However, technology today has proven that the effects are less detrimental. The County must consider the need for providing various public facilities to serve a growing population and the use of communal facilities in the JLMAs should be considered as one means of serving these facilities.

## Public Utilities Policies

1. The Towns will be the providers of public sewer and water in their town JLMAs unless a different provider is agreed upon by the County and the Town.
2. The County will encourage and support the expansion of existing Town sewer and water facilities that encourage a coordinated development pattern and further the goals and policies of the *Revised General Plan*.
3. The County will investigate means of providing financial assistance (such as revolving loans or grants) to Towns to improve sewer and water systems to meet minimum health standards established by the state for the existing populations of the Towns.
4. The County will work with the Towns to ensure that the expansion of public sewer and water into the Town JLMAs satisfies the goals and policies of the *Revised General Plan* and the County's Adopted Area and Service Plans.
5. Extensions of sewer and water lines to serve new development in Town JLMAs will be the financial responsibility of the developers and the Towns.

6. A commission permit will be required to extend sewer and water lines into the Town JLMAs.
7. All development in the Joint Land Management Areas is planned to be served by public sewer and water. Communal facilities may be used to serve Town and County owned and operated public facilities within JLMAs with the exception of Purcellville.

## Public Facilities Infrastructure

The County in cooperation with the School Board and Towns will concentrate school facilities in and around the Towns. Between 1990 and 2000, the County issued 2,851 building permits around six of the Towns within the Rural Policy Area. Another 5,241 permits were issued in the Leesburg area. Consequently, many schools are at or near capacity. Plans are being made to acquire property to build additional facilities to accommodate the growth that has occurred over the past ten years.

The need for new schools, however, must be balanced with the importance of maintaining existing schools. In July 1999, the Loudoun County Rural School Study Committee's report made recommendations to the School Board. An overwhelming consensus among the committee was that all planning for schools must focus first on community. The study noted that small rural communities consider their local school as the heart of the community. The County endorses the concept to maintain existing rural community based schools as an essential component of the community. (Also see Chapter Three)

## Public Facilities Policies

1. The existing Towns will be the principal location of public facilities in western Loudoun County when land is available for development. If land is not available for new facilities within a Town, the facilities will be located in or immediately adjacent to the JLMA.
2. The County will encourage the continued use and enhancement of existing public facilities located in the Towns and JLMAs.
3. Schools in Town JLMAs will be located to provide convenient and safe access for students. All schools will be linked by sidewalks or trails to surrounding residential neighborhoods, and school bus collection points will be planned in conjunction with existing or planned sidewalk systems or pedestrian trails.
4. The Department of Fire and Rescue Services and the Fire-Rescue Commission will identify the need for new facilities in designated Town JLMAs and will identify suitable sites based on the *Revised General Plan* land use and growth policies.
5. The County will cooperate with the Town Councils of those communities providing local law enforcement to ensure a coordinated enforcement strategy within the Town JLMAs.
6. The County will seek the establishment of recycling facilities in the Towns or surrounding Town JLMAs or at regional parks.
7. The County will work with the Towns and the School Board to maintain existing rural community-based schools as an important component of existing rural communities.

## Transportation

Transportation access from the Towns to the region's employment areas has improved with construction or improvement of major east-west roadways in the past decade. The combination of through traffic and increasing traffic on local streets is an important issue. In Middleburg, Hillsboro, and Lovettsville, major roads pass through or near the town centers and residential neighborhoods. Pass-through traffic conflicts with the character and function of these areas and poses a major safety concern for the residents. In Hamilton, Purcellville, and Round Hill, there is debate about whether development of circumferential roads will help or hurt each Town. Through implementation of the *Revised General Plan*, the County will work with each Town to tailor solutions to fit each Town's needs.

The relationship of new streets to the traditional road network that serves the Towns is also an important issue from the standpoint of community design. The *Revised General Plan* emphasizes the expansion of the original network to maintain design continuity. (Also see *Revised Countywide Transportation Plan*)

## Transportation Policies

1. Proposed neighborhood streets and collector roads associated with new developments will be reviewed in light of their relationship to existing streets and the preservation of natural and cultural features of the Green Infrastructure, such as steep slopes, stream valleys, trees, and historic stone walls for compliance with the community-design objectives of the *Revised General Plan*. The County will seek funding for traffic-calming design and mechanisms as identified by Town officials.
2. New roads and road improvements serving new development will be financed by the development community.
3. The County, if requested by the Towns, will collaborate with the Towns in discussions and negotiations with VDOT and other relevant agencies to try to ensure that development, improvements, or other changes in roads and/or transportation services within and in the vicinity of the Towns, or which impact the Towns significantly, will be consistent with both the Towns' and the County's development goals and priorities.

## Leesburg

Since the mid-1700s, Leesburg has been the social, judicial, business and political hub of Loudoun County. The Town was founded in 1758 and, as the County seat, is a key part of the County's heritage. Preservation of the Town's heritage is a priority in Leesburg, and much of the core area of the Town is on the National Register and is on the National Register and has been designated as a historic district. Leesburg has been and will continue to be attractive as an employment center, and it is a major retail and service center for Loudoun County. The County government should maintain its presence in Leesburg to contribute towards the ongoing economic stability and to honor the historic and cultural role of the Town.

In 1984, the Town entered into an annexation agreement with the County, and 4,805 acres were added to the Town. The Town is approximately eleven square miles. Since then, the Town has completed water and sewer plants that are expected to continue to meet the projected service demands of Leesburg and the JLMA. (Refer to Leesburg and JLMA Map, pg. 9-13) The estimated population of the Town is about 30,000, making it the largest town in the County.



The Town of Leesburg sits on the divide between eastern and western Loudoun. It is a pass-through point for western residents who commute to jobs to the east and has become a significant crossroads for commuters from the northern part of the County and for Maryland residents. With the construction of the Dulles Greenway, Leesburg is at the terminus of a major east-west thoroughfare through Northern Virginia. The Leesburg Executive Airport is also an increasingly important transportation facility in the region serving private and corporate aircraft. Leesburg has always been a destination point for tourists and a business center as the seat of County government. Most recently, however, economic development associated with good road connections to the east, utility capacity and a growing residential population has elevated Leesburg's position as an activity center and strengthened Leesburg's interest in attracting emerging technology industries within the corporate limits and the JLMA.

The combined effects of increased commuter travel and destination-oriented economic development activity are creating traffic congestion within and just outside of the Town. Town officials are considering initiatives to improve public transit and to develop more pedestrian and biking connections between residential subdivisions. The County will study development of Crosstrail Boulevard between Route 621 and Route 7 as a component of the Town's future transportation network. In terms of land use planning, the Town continues to support the Joint Land Management Area as a growth area.

The County will continue to work cooperatively with Leesburg to resolve issues of concern to both the County and the Town. The Town of Leesburg/County of Loudoun Joint Review Committee will continue to facilitate the review of issues concerning both jurisdictions. Issues relating to land development, comprehensive planning, and transportation planning will also be addressed through established planning procedures between the Town and the County.

## Leesburg Joint Land Management Area Policies

1. The Town of Leesburg will continue to be the principal location of County Government offices and to serve as the County seat.
2. Development within the Joint Land Management Area will comply with the *Leesburg Area Management Plan*, the *Toll Road Plan*, the Annexation Area Development Policies as may be amended, and the *Leesburg Town Plan*.
3. Power generation plants are not compatible with existing residential areas within or near the Town JLMA, and therefore, are not allowed in the Leesburg JLMA.
4. The *Revised General Plan* designates a greenbelt around the Town and within the JLMA consisting of the following areas:
  - a. Land within the 100-year floodplain of the Sycolin and Goose creeks, provided that the County's River and Stream Corridor Overlay District (RSCOD) policies also apply;
  - b. To the west and north of the Town, where the corporate limits represent the JLMA, the greenbelt extends into the Rural Policy Area for 2,600 feet; and;
  - c. Adjacent to the JLMA along Route 15, north of Leesburg, the greenbelt extends 2,600 feet into the Rural Policy Area.
5. Development to the west of Route 621 will preserve and enhance the rural character of the viewsheds along Route 15 and be compatible with the Town's Historic Corridor Overlay District.
6. The Town and County will work cooperatively to create a conservation area along the Potomac River in the northeast section of the JLMA as a component of the Green Infrastructure.

7. The County will return the northern triangle and the southwestern section of the JLMA (the area west of the Toll Road and south of the Town Boundary) to the Rural Policy Area, with the exception of the small area on the west side of the Town located behind the Woodlea subdivision.
8. The southeastern portion of the JLMA will be remapped to zoning classifications that are compatible with the Land Use Map and that are compatible with the Leesburg Executive Airport.
9. The County will coordinate with the Town of Leesburg and VDOT on the feasibility of planning and building Edwards Ferry Road as a two-lane facility with a bike path. The County will work with the Town and VDOT to designate the road as a scenic by-way.
10. The County supports the future study of extending the Dulles Corridor Bus Rapid Transit (BRT)/Rail project to Leesburg.
11. The County will, in coordination with the Town of Leesburg, study the proposed design and function of Crosstrail Boulevard from Route 621 to Route 7.
12. The County encourages a variety of housing types and innovative designs to be developed in mixed-use communities to assist fulfilling unmet housing needs.
13. The County will identify options for unmet housing needs in the Leesburg area not covered by the ADU zoning ordinance and work toward an implementation plan.
14. Developers of residential and mixed-use projects are encouraged to include proffers to fulfill unmet housing needs in their development proposals.
15. The County will explore options for the creation of programs, tools, and incentives both publicly and privately developed that will fulfill unmet housing needs.
16. The County will examine the authority to establish and use the benefits of Housing Trust Funds to help fulfill unmet housing needs.
17. The County will encourage public and private initiatives to provide increased housing opportunities for residents and the local workforce. Both programmatic and design approaches will be encouraged in all projects to fulfill unmet housing needs.

## Lovettsville

The Town of Lovettsville, known as “The German Settlement”, is the northern-most incorporated Town in Loudoun County and in the Commonwealth. Records date back to the early 1700’s, when German families came from Pennsylvania to settle in the area. The General Assembly officially established Lovettsville as a Town in 1836 and the Town was incorporated in 1876. Farming was very much a part of the Lovettsville community, as was sustainable economic development that offered retail sales, lodging, professional services and entertainment.

Town officials today, encourage business development that is consistent with the existing character of the Town and that serves Town residents and they envision the reestablishment of some of the services, both professional and commercial, that were provided within the Town in the past. Town officials support efforts to encourage a strong town economy that, in turn, will contribute to a strong rural economy.

The Town is developing a town center concept that is intended to be a well-integrated, pedestrian-friendly, civic and commercial district. Lovettsville's vision for its central business district is to create a traditional main street by positioning new businesses close to the street and diminishing the prominence of parking lots. To this end, the Town intends to work in partnership with Loudoun County to become a part of the Virginia Main Street Program. This vision also includes a pedestrian and bike path network in Town that will ultimately connect with County and regional networks. Town officials have also expressed interest in having Lovettsville considered as a location for new schools.

A new wastewater treatment facility is expected to be in operation in the near future. Town officials are proceeding with plans to expand the water supply, but have no plans to serve areas outside of the corporate limits with either water or sewer services. Therefore, the Town has requested elimination of the JLMA and will plan to provide public utility service to new development within the corporate limits. (Refer to Lovettsville Map, pg. 9-17)

The County will continue to work cooperatively with, and assist the Town on issues and concerns. The County, when requested, will work to rectify the corporate boundary when properties under one ownership are positioned both in the Town and in the County. Planning and economic development resources from the County will be available to the Town to assist in planning its future. The County and Town may use a Joint Review Committee for planning and coordination.

## Lovettsville Area Policies

1. Reflecting the fact that a large percentage of the land within the Town's boundaries remains available for both open space conservation and development, the Town wishes to consolidate development within its boundaries. Therefore, there will be no JLMA around Lovettsville.
2. The County will work with the Town, when requested, on boundary-line adjustments for properties that are positioned both in the County and in the Town, in order to resolve jurisdictional questions for affected property owners and to support the Town's goals and priorities.
3. The County encourages the retention and recruitment of businesses that serve the needs of Lovettsville residents and, that in terms of scale and design, are consistent with the Town's existing character.
4. Employment uses will be encouraged to locate within the Town properties that have zoning to accommodate these uses.
5. The County will support the Town's implementation of a town-center design for its existing business district.
6. The County will consult with the Town in the planning and regulation of development along the road corridor north of Lovettsville to the Potomac River and will ensure that the scenic quality of this road is protected to the extent possible within the authority of the County.
7. The County will consult with the Town in planning and development of the County's greenways and trails system with a view to coordinating this system with the Town's internal trail and bikeways system. This coordinated effort may include the development of hiking, equestrian, and bike path facilities that link Lovettsville with the C&O Canal, just three miles to the north, and with the W&OD bike path in Purcellville to the south.
8. The County will continue to plan the location and design of County facilities within Lovettsville, in consultation with the Town, to support as fully as possible the Town's vision for satellite offices for both the Loudoun County Sheriff's Department and departments of County government that could

offer services to the Lovettsville community.

9. The County will collaborate with the Town and VDOT on transportation planning in and around the Town and to achieve traffic calming in the Town, including the provision of a roundabout at the proposed town center.

## Hamilton

Like several Towns, Hamilton has faced residential development pressure in its Joint Land Management Area. It also has experienced water and sewer capacity problems brought about by growing demand and aging facilities. In 1995, the Board of Supervisors and the Town of Hamilton approved the *Comprehensive Plan for the Town of Hamilton and Adjacent Area 1993-2013*. In accordance with this Plan, the Town studied capacity and financial issues related to expansion of the sewer and water facilities to serve the JLMA. Following this study, the Town pursued a reduction of the land area in the Hamilton JLMA in September 2000 which the County endorsed.

The planning strategy for the Hamilton area is to encourage predominately residential development at a relatively low density in and around the Town. Residential development will be compatible with the visual character and scale of the Town, and will reinforce the Town as the center of community. The focus of commercial development will be the center of Town.

The Town wants to increasingly provide some of the convenience retail and service uses needed by residents. To that end, the Town plans to strengthen its core downtown area and work to achieve a well-defined central business district. In the coming years, the County will assist the Town in planning and economic development efforts to help the Town develop its town center.

The County will continue to work cooperatively with the Town to address issues of interest or concern to both jurisdictions. Hamilton and the County have established a Joint Review Committee for considering land development applications and for comprehensive planning. Finalizing modifications to the Comprehensive Plan for the JLMA will be a priority with the County and the Town. (See Hamilton and JLMA Map, pg. 9-21)

## Hamilton Joint Land Management Area Policies

1. Development within the Hamilton JLMA will comply with the comprehensive plan for the Town of Hamilton and the adjacent area in the Joint Land Management Area.
2. The County will support Town efforts to develop an identifiable town center to serve as a community focal point for the Town and the JLMA.
3. Development in the Hamilton JLMA will extend the existing street pattern where feasible, and in lieu of extending the existing pattern, develop a traditional street network and block pattern to reflect the County's and Town's community design objectives.
4. The County will coordinate with the Town to assure that new developments in the JLMA are planned with roads that are compatible with traditional town designs.
5. The County will work with the Town to effectively manage transportation systems around the Town and to explore methods of traffic calming on Business Route 7 through town including the possible use of a traffic circle at Route 7 and St. Paul.

6. The County will work with Hamilton to implement the use of greenbelts or other open space and land management techniques in the JLMA or outside of the JLMA as a means of maintaining a distinct identity for the greater Hamilton community. The County will work with the Town to achieve a balanced land use pattern that will retain Hamilton's historic small town character in a rural setting and maintain its unique sense of place.
7. The County will work with the Town and School Board to support the continuation of Hamilton Elementary school at its present site.

## Purcellville

Historically, Purcellville has been the business hub of the Rural Policy Area. It has been the central location for agriculturally related business. Today, retail in the Town satisfies much of the consumer demand in the rural area. The Purcellville area has become an increasingly attractive location for development because of utility and transportation improvements in recent years. Completion of the Route 7 Bypass improved linkages to the east. The Town's population has more than doubled in the past decade to 3,584. Purcellville's geographic position at the crossroads of major thoroughfares in western Loudoun will continue to be an incentive to development and bolster the Town's regional role in the western part of the County.

In 1995, the Town of Purcellville and the County jointly adopted the *Purcellville Urban Growth Area Management Plan* (PUGAMP) that established detailed land use and growth-management policies for the area surrounding the Town. (Refer to Purcellville and JLMA Map, pg. 9-25) This Plan is unique because it was jointly adopted by the Town and County. If an amendment is proposed to PUGAMP, the County and the Town must each approve the change. The PUGAMP is an important planning tool for the area surrounding Purcellville and it will be the leading policy guide for the Purcellville planning area.

In 1999, an amendment was approved to the PUGAMP to establish development-phasing guidelines. The Phase I area will accommodate growth for the Town for the next ten years. Future phases are to be identified in subsequent revisions to the PUGAMP. Development within the JLMA is proposed to be a balanced mix of residential and employment uses to enable the Town to expand its role as the business center of the Rural Policy Area.

The County will continue to work cooperatively with the Town on issues of importance to Purcellville. The Joint Review Committee will continue to play a key role for coordination on issues between the Town and the County. Established planning procedures and processes will be used to coordinate on issues between the two jurisdictions.

## Purcellville Joint Land Management Area Policies

1. Development within the JLMA will comply with the *Purcellville Urban Growth Area Management Plan* as amended. The County will work with Town officials on annexation, development, and other issues within the JLMA.
2. The County encourages a mix of residential and business uses in and around the Town that are compatible in scale with the small-town character of Purcellville.
3. The County will work with the Town to plan for a trail extension to Franklin Park that connects the

W&OD Trail with the park.

4. The County will retain the southern circumferential road south of the Town that connects Routes 287 and 690. The southern circumferential road is designated in the *Revised Countywide Transportation Plan* as a rural collector with limited access.
5. Developments along Route 7 and Route 287 and the Route 7 Bypass will include setbacks, height limitations, and landscaping to preserve town character.
6. The County will encourage the use of frontage roads, coordinated development plans, and other means of minimizing the number of driveways along Route 7 and Route 287.

## Round Hill

Round Hill is Loudoun's most western town and is positioned both as a gateway to the County and as the gateway to the Blue Ridge Mountains. The Town began to develop in the mid-1880s. When the W&OD Railroad was extended to the area, business began to develop in the town and the train brought summer visitors from Washington, D.C. to the Town to enjoy the rural countryside and to escape the heat.

Round Hill has retained much of the original character of its early years. The axis roads through town are lined with gracious old homes and the population within the corporate limits is stable at about 500. It is primarily a residential town where residents commute to work. To this day the center of town remains the commercial core and provides for basic business and service needs.

To guide development around the Town, the *Round Hill Area Management Plan* (RHAMP) was adopted in January 1990. The Plan provides detailed land use and growth-management goals and policies to encourage coordinated growth around the Town. (Refer to Round Hill and JLMA Map, pg. 9-29)

At roughly the same time that the area management plan was adopted, the County approved a rezoning for approximately 1,100 residential units, currently known as the Villages at Round Hill, Mountain Valley and Lakepoint. This project, which is in the Town JLMA, when built out, will wrap around the corporate limits on the north, the east and the south. Other residential subdivision activity has proliferated in areas surrounding the Town as well. Much of the land has been converted from agricultural uses to largely "by-right" residential development which is presenting challenges to the Town in terms of transportation and utility service provision. These changes have also threatened the small town historic character that is the hallmark of the Town's identity.

Consequently, the Town has recommended that the portions of the western JLMA that have developed with "by-right" residential densities be taken out of the JLMA. In addition, the Town has recommended that properties west and east of Route 719, south of town be taken out of the JLMA because the Town is unable to serve them with public sewer and water. However, the Town has recommended that the property containing the Town's wastewater treatment plant and public park at Sleeter Lake be included in the JLMA.

Round Hill will continue to be a residential community preserving its historic and environmental heritage and fostering a strong sense of community while expanding its economic base that primarily serves the Round Hill area.

The Town of Round Hill and citizen volunteers have recently partnered in developing Loudoun Street Park at the center of Town. This park has quickly become a focal point and activity center in the Town. The Town envisions the park improvement to be a catalyst for other public improvements in an effort to

revitalize and attract everyday usage of the center of town. Other future public improvements may include streetscaping and stormwater management systems.

Round Hill envisions that public improvements including an expanded post office, the park and an expanded pedestrian network will provide positive stimulus to attract commercial ventures. Town officials would like to pursue economic development linking the Town with nearby environmental recreation resources as well as build upon its past as a tourist destination and hub for community interaction.

The County will support and work with the Town through established planning processes on comprehensive planning changes and on land development and economic development issues. Specifically, the County will work cooperatively with the Town to update the RHAMP to assure that the policies and goals in that plan are consistent with this *Revised Plan* and with current Town policy. When the area management plan update process commences, the Town specifically recommends that the following be addressed:

- To provide more definition to three commercial districts in Round Hill and in the JLMA:
  - The Town envisions the eastern commercial district, which is located within the Villages at Round Hill, to be planned to accommodate the daily commercial needs of the citizens of Round Hill and neighborhoods within the Round Hill area.
  - The Town envisions that the central commercial district that is located in the center of town will undergo revitalization efforts that will include physical streetscape planning; and transportation management improvements combined with a strategic economic development plan to attract specialty goods, restaurants, and businesses. These efforts will be undertaken with the intent of complementing the Town's historic character and maintaining its sense of place.
  - The Town envisions the western commercial district, currently the area of the Hill High Orchard, to develop as another area of commerce that will emphasize agricultural uses such as farm markets, tourism and passive recreation.
- To consider a location for a new public safety center to house services including fire and rescue and the Sheriff's Department.
- To study school facility needs for the Round Hill area by considering the continued use of the old Round Hill elementary school and by investigating the possibility of locating a new middle or high school in the area.
- To develop plans for a park and ride lot that is currently planned to be located within the Villages at Round Hill.
- To establish a community center adjacent to the central commercial district.
- To complete the development of Woodgrove Park as a community park as originally designed.
- To study, renovate and develop adaptive reuse of existing farm structures dedicated to the Town and/or County.
- To explore a possible connection of Route 719 south of town to Harry Byrd Highway without going through the center of town.

## Round Hill Joint Land Management Area Policies

1. The County will support planning efforts to retain the small-town character of Round Hill and will assist the Town in efforts to preserve the historic character and resources in and around the town. To enhance the identity of the Town, the County supports the development of gateway features into the town.
2. County support will be extended to the Town to plan for enhancing the economic base of Round Hill through such things as tourism, vitalizing the Town's commercial center through development of a "main street" concept for the town core, and attraction of new business.
3. The Town will be the sole provider of public utility service in the Town's JLMA.
4. The County will support development of a green-way for a pedestrian and bike trail that connects civic and public facilities with residential and commercial land uses in the Town and JLMA. The network will consist of sidewalks and trails. This pedestrian system ultimately will connect with regional trail networks to Franklin Park and with future linkages to the W&OD Trail.
5. The County will coordinate with the Town on road network planning for the area to ensure that traffic generated from development within the County does not adversely affect the Town. The County will work with the Town on traffic calming measures. The County also will encourage traditional design and neighborhood connectivity for streets emanating from the Town.
6. The County will support the extension of the Northern Collector Road (Evening Star Drive) from Route 719 west to a connection with Harry Byrd Highway (Bypass Route 7).
7. The County recognizes that the Town limits and JLMA boundaries will change over time as the Town grows and further refines its ability to provide public utilities and public services to these areas. As such, the County anticipates that future areas that are being considered for incorporation into the Town or inclusion in the JLMA will be planned for uses that are compatible with the Town character and the rural area surrounding the JLMA.

## Middleburg

The Town of Middleburg was established in 1787. It is the southernmost town in the County and it has a rich historical past, from colonial times through the Civil War to more recent times, that is treasured by the citizens of Loudoun and especially by the citizens of Middleburg. A significant portion of the Town has been placed on the National Register for Historic Places and the Town administers a local Historic District to provide architectural review over development. The Town of Middleburg has had a stable population for several years, and this trend is expected to continue.

The Town of Middleburg attracts tourists from around the world. The commercial core of Middleburg contains upscale shops that are marketed for the tourist industry. Visitor dollars at restaurants, shops, and inns within the Central Business District generate 60 percent of annual town revenues.

The equestrian farms and estates located around Middleburg and the associated equestrian businesses are central to Middleburg's social fabric and way of life. Many citizens of Middleburg have connections to the equestrian industry either through direct work on the farms or work in equestrian related businesses.



Equestrian activities also provide entertainment to citizens in the area as well as to visitors. This equestrian industry is a major contributor to Loudoun's economy.

A high priority for the community is to ensure the protection of its historic character and to ensure the viability of the equestrian industry. The Town and property owners of large estates surrounding Middleburg, want to take precautions to assure the future health of these things. The Town is concerned about the rate of growth in the County and wants to protect the open space around the Town from rural residential encroachment. To address this concern, the Town is pursuing development of a conservation district for a large area around the Town and the surrounding rural area. The County is committed to providing necessary resources to assist in the creation of this conservation district.

The community has also become concerned about the volume and speed of traffic on Route 50, which is the Town's main street inside the corporate limits. Following a detailed study, a federal Transportation Equity Act (TEA-21) grant was provided to implement traffic-calming initiatives along the Route 50 corridor in coordination with the Virginia Department of Transportation. This initiative, which is currently in the design phase, is a high priority for the Town.

The Town has approximately 158 acres of vacant land within its corporate limits to accommodate future growth. Middleburg has sufficient water to meet future demands, but improvements to the Town's wastewater treatment system are needed. By accommodating growth within the corporate boundaries, as recommended by the Town Council, design guidelines and controls can be used to maintain the historic character of the community. The corporate limits of Middleburg will continue to serve as the limits of corporate growth. The Town has reiterated its desire not to have a Joint Land Management Area to allow for future expansion. (Refer to Middleburg Map, pg. 9-33)

Cooperation should continue between the County and Middleburg to address issues important to both jurisdictions. The County will continue to use existing venues for working with Middleburg and may explore the use of new collaborative tools to address specific issues affecting Middleburg such as preserving open space around the Town.

## Middleburg Area Policies

1. The County supports the Town's interest in establishing a "hard edge" for development that clearly distinguishes where the Town stops and where the rural, undeveloped countryside begins.
2. The County will work with the Middleburg community and interested preservation groups to identify open-space and agricultural preservation strategies such as: the purchase of development rights, donation of conservation easements, fee-simple purchase, and the possible creation of a conservation service district and/or nonprofit foundation to promote and implement open-space preservation around the Town.
3. Support shall be provided for the implementation of the U.S. 50 Traffic Calming Plan.
4. County and Middleburg officials will strive to protect small town and rural roads and scenic views through measures such as revised state road improvement standards; scenic easements; historic corridor overlay zoning for Route 50, Foxcroft Road (Route 626), and the Plains Road (Route 626 south of Middleburg); and development setbacks.
5. The County will provide assistance, as requested, for the promotion of tourism, including promotion of Mosby Heritage Area programs, as a means of increasing public support for preservation of the scenic and historic Middleburg area.

6. The County will work with the Town of Middleburg to implement strategies that will preserve and enhance agriculture as the predominant use in the Rural Policy Area around Middleburg.

## Hillsboro

The Town of Hillsboro is a village of 18th-century homes and small businesses in the foothills of the Blue Ridge Mountains. (Refer to Hillsboro Map, pg. 9-37) It is the second-smallest incorporated town in the Commonwealth, with a population of 96. The Town contains lovely historic residential properties and a small commercial area. The Town is currently working with the County on economic development strategies for the core business area.

While the predominantly historic stone residences and businesses give the Town a distinct character, the quality of life there has been affected by heavy traffic on Route 9. The two-lane roadway through the middle of Hillsboro has become a busy commuter thoroughfare connecting West Virginia to Northern Virginia's growing employment centers. Traffic congestion and vehicle and pedestrian safety have become serious concerns for local residents.

Town officials also are concerned about the adequacy of other public infrastructure. Limited revenues have prevented the Town from adequately maintaining its water system and from constructing a central wastewater treatment plant. On-site wastewater drainfields are malfunctioning, and there are not adequate drainfield sites for some homes.

The Town does not have or desire a Joint Land Management Area. Cooperation between the County and the Town will continue through use of existing planning processes.

## Hillsboro Area Policies

1. The County will work with the Town and with VDOT to identify long-term solutions for improving the safety of Route 9 in western Loudoun and through Hillsboro that do not compromise the rural character of Hillsboro.
2. The County in collaboration with the Town and VDOT will identify short-term traffic management solutions for Route 9 including but not limited to a traffic-calming plan using traffic islands at Route 9/620 and Route 9/719.
3. Safety measures for pedestrian movement along and/or across Route 9 shall be explored and promoted.